

GIRLS' SCHOOL

OFFICIAL BILLING

COLUMBIA PICTURES —25%
presents
GIRLS' SCHOOL —100%
starring
JOYCE REYNOLDS —75%
with
Ross Ford • Laura Elliot • Julia Dean • Thurston Hall —25%
Screen Play by Brenda Weisberg —10%
Story by Jack Henley —10%
Directed by LEW LANDERS • Produced by WALLACE MacDONALD —15%

Lurid Scandal Jolts Dormitory In Fashionable Girls' School

(Review)

Going behind the scenes for an intimate glimpse of a fashionable girls' school and the scandals that rocked it, Columbia's "Girls' School," starring Joyce Reynolds, opened yesterday at the Theatre. The cruel snobbery and secret loves that beset the school have been captured in absorbing fashion in the new Columbia Pictures' drama.

Brenda Weisberg's screen play, from a story by Jack Henley, recounts in gripping style the plight that Miss Reynolds finds herself in. Seeking admission to a ritzy, but poverty-stricken, school run by Thurston Hall, Miss Reynolds is discovered by snooty Laura Elliot to have \$30,000 in her possession. Joyce defends her right to the money, declaring that it has been left to her by her late father and offers to put up part of it to save the school from financial ruin.

Meanwhile, it develops, that the money was derived from gambling by her late father and another gambler arrives to claim part of the money as his. Hall, who has agreed to use the money to save the school, regretfully decides to assign these ill-gotten gains to the police. Joyce's gallant effort to save the school and her flourishing romance with handsome Ross Ford are jeopardized, but, in a final ingenious effort, she is able to save the school and put her romance in order.

As the schoolgirl, Miss Reynolds is just right, bringing much charm to her role. As her romantic vis-a-vis, Ford is impressive. Laura Elliot makes a suave "heavy" who tries to get Joyce into trouble; Julia Dean is outstanding as the dignified co-owner of the school with Hall, who gives another noteworthy performance.

Lew Landers, who directed, has extracted many good performances from the cast. Wallace MacDonald produced.

"Girls' School"

Columbia Pictures' "Girls' School," starring Joyce Reynolds, will open at the Theatre. The new Columbia drama, which bares the secrets of an exclusive girls' school, includes Ross Ford, Laura Elliot, Julia Dean and Thurston Hall in its cast. Brenda Weisberg's screen play, from a story by Jack Henley, was directed by Lew Landers. Wallace MacDonald produced.



"Girls' School" Mat 2-A; Still No. 35

MYSTERY GIRL Joyce Reynolds (right), starring in Columbia's "Girls' School," has most of her room-mates baffled as to her intentions. The intriguing drama, currently at the Theatre, bares the shocking scandals of an exclusive school.

Love and Intrigue In "Girls' School"

The shocking scandals which shake a fashionable "Girls' School" are depicted in the new Columbia drama starring Joyce Reynolds and coming to the Theatre. Important supporting assignments are carried out by Ross Ford, Laura Elliot, Julia Dean and Thurston Hall.

Baring the secrets of an exclusive girls' school, the forthcoming Theatre movie is said to go behind the scenes to show the cruel snobbery and secret loves of its students. The gripping human drama of the girls' heartaches is said to be relieved by lighter moments as

they are also seen at play and in their moments of relaxation.

The story of "Girls' School" concerns the stir that Miss Reynolds, a new student who enters a fashionable school that is in financial straits, creates when \$30,000 is discovered in her luggage. Assuring Hall, the school's headmaster, that the money rightfully belongs to her, Miss Reynolds then generously offers to assist the school financially. This offer is acceptable until the money is revealed to stem from some ill-gotten gambling winnings, compelling proud Hall to reject it for his school. How Miss Reynolds is able to save the school and clear her name, thus enabling her to win the love of Ford, marks the engrossing climax of "Girls' School."

Miss Reynolds, who will be remembered for her splendid work in the "Janie" pictures, is said to bring authority to her present starring role in "Girls' School." Ford makes a handsome young leading man opposite Miss Reynolds; Miss Dean is Hall's sister and co-proprietor of the school, while Hall again is a Southern type.

Lew Landers directed from Brenda Weisberg's screen play, based on a story by Jack Henley. Wallace MacDonald acted as producer.

Southern Exposure

Character actor Thurston Hall, specialist in Southern roles, is featured in Columbia's "Girls' School," starring Joyce Reynolds at the Theatre, as an impoverished Southern colonel who operates an exclusive academy for young ladies. Thurston presides over the school when it is jolted by scandal as a result of a mysterious \$30,000 possessed by student Joyce Reynolds.



Mat 1-A; Still No. 43

LOVING COMBINATION. Ross Ford is featured with star Joyce Reynolds in "Girls' School." Columbia film baring intimate secrets, at the Theatre.

Perfect Film Role For Joyce Reynolds

Joyce Reynolds had the best possible background for her starring role in Columbia's "Girls' School," the drama about an exclusive girls' finishing school, now on view at the Theatre.

Just before starting work in the film, Joyce took her final examinations at the close of her sophomore year at U.C.L.A., and, after this ordeal, she was able to tackle anything pertaining to scholastic activity.

It was a U.C.L.A. production, incidentally, that won Joyce her first film contract. At that time she dropped out of school temporarily, but later returned.

Express to Fame

Handsome Ross Ford who makes Joyce Reynolds' heart miss a good many beats in Columbia's "Girls' School," once worked as a brakeman on the Pennsylvania Railroad and holds a card in the Brotherhood of Railway Trainmen to prove it. The actor, who can be seen as Miss Reynolds' male lead in the Theatre drama, earned his living as a railroader before he got his Hollywood break.

Scandal Pervades "Girls' School"

"Girls' School," Columbia Pictures' drama starring Joyce Reynolds, is arriving at the Theatre. Important supporting players include Ross Ford, Laura Elliot, Julia Dean and Thurston Hall.

The story is said to concern the cruel snobbery and the secret loves that rock an exclusive "Girls' School," going behind the scenes to tell its gripping story. Miss Reynolds plays a glamorous "mystery" student; Ross Ford is her romantic interest; Miss Elliot is the "heavy"; while Miss Dean and Hall are the school's proprietors.

Lew Landers directed from Brenda Weisberg's screen play, based on a story by Jack Henley. Wallace MacDonald was the producer.

Reel Real Estate

The former Chatsworth, Calif., estate of famed producer-director John Ford, now the Field Photo Memorial Home, a gift from Ford to veterans of World War II, was used for location sequences of Columbia's "Girls' School," starring Joyce Reynolds and now appearing on the screen of the Theatre.

PB #1019

**SCANDAL ROAMS THE DORMITORIES
OF A FASHIONABLE
GIRLS'
SCHOOL!**



**GIRLS'
SCHOOL**

starring
JOYCE REYNOLDS

with **Ross Ford • Laura Elliot • Julia Dean • Thurston Hall**

Screen Play by Brenda Weisberg • Story by Jack Henley
Directed by LEW LANDERS • Produced by WALLACE MacDONALD

A COLUMBIA PICTURE

360-Line Ad Mat No. 301—3 Cols. x 120 Lines

CAST and CREDITS

Peggy Donovan.....Joyce Reynolds	Willie Jackson.....Sam McDaniel
Barry Sheppard.....Ross Ford	Dave Vickers.....Wilton Graff
Lucille Farnsworth.....Laura Elliot	Carter Ingraham.....Grant Calhoun
Emily Matthews.....Julia Dean	Elspeth.....Mary Ellen Kay
Colonel Selby Matthews	Ephraim Baines.....Boyd Davis
Thurston Hall	Calhoun Robie.....Harry Cheshire
Martha Frawley.....Leslie Banning	Jane Ellen.....Joan Vohs
Connie Watkins.....Joyce Otis	Louise.....Diantha Pattison
Hattie.....Louise Beavers	Henrietta.....Toni Newman

Screen Play by Brenda Weisberg; Story by Jack Henley; Directed by Lew Landers; Assistant Director, Fred Briskin; Director of Photography, Henry Freulich, A. S. C.; Art Director, Perry Smith; Film Editor, Edwin Bryant; Set Decorator, Louis Diage; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Josh Westmoreland. Produced by Wallace MacDonald. A Columbia Picture.

STORY

(Not for Publication)

Mysterious Peggy Donovan (Joyce Reynolds) enters an exclusive but financially straitened finishing school operated by Colonel Matthews (Thurston Hall) and his sister, Emily (Julia Dean). Lucille Farnsworth (Laura Elliot), another student, discovers that Peggy carries \$30,000 in her luggage and reports it to the Colonel. At the same time, Lucille writes to a Chicago address on Peggy's luggage that the latter is at the school. The letter puts gambler Dave Vickers (Wilton Graff) on Peggy's trail.

Called before the Colonel, Peggy convinces him that the money is rightfully hers and when she learns that the school is in danger of foreclosure, she offers to buy up the notes in return for a partnership. Her offer is accepted. Meanwhile, Peggy finds love with Barry Sheppard (Ross Ford). When Vickers arrives, Peggy confesses to the Colonel that her late father was a professional gambler and Vickers' partner. Vickers claims half of the \$30,000 which Peggy's father had hidden away for her. She is willing to divide the money but when the Colonel learns that the money was won in a questionable card game he decides to surrender the entire sum to the police. Peggy saves the school, however, by appealing for financial support to its alumnae and is also reunited with Barry after a misunderstanding had threatened their romance.

(Running Time: 62 Minutes)

**SCANDAL ROAMS
THE DORMITORIES
OF A FASHIONABLE
GIRLS' SCHOOL**



**GIRLS'
SCHOOL**

starring
JOYCE REYNOLDS

with **Ross Ford • Laura Elliot
Julia Dean • Thurston Hall**

A COLUMBIA PICTURE

Directed by LEW LANDERS • Produced by WALLACE MacDONALD
Screen Play by Brenda Weisberg • Story by Jack Henley

Ad Mat No. 103—71 Lines

Cruel Snobbery...
Secret Loves...
Rock Exclusive

**GIRLS'
SCHOOL**

starring
JOYCE REYNOLDS

with **Ross Ford • Laura Elliot
Julia Dean • Thurston Hall**

A COLUMBIA PICTURE

Screen Play by Brenda Weisberg • Story by Jack Henley • Directed by LEW LANDERS • Produced by WALLACE MacDONALD

66-Line Ad Mat No. 202—2 Cols. x 33 Lines

RITZY SCHOOL JOLTED
BY
SCANDAL!



GIRLS' SCHOOL

starring
JOYCE REYNOLDS

with **Ross Ford • Laura Elliot • Julia Dean • Thurston Hall**

A COLUMBIA PICTURE

Directed by LEW LANDERS • Produced by WALLACE MacDONALD
Screen Play by Brenda Weisberg • Story by Jack Henley

Ad Mat No. 102—30 Lines

138.00

HOW DID THIS SCHOOL-GIRL GET \$30,000?

Shocking Scandals Shake

GIRLS' SCHOOL

starring **JOYCE REYNOLDS**

A COLUMBIA PICTURE

with Ross Ford • Laura Elliot • Julia Dean • Thurston Hall
Screen Play by Brenda Weisberg • Story by Jack Henley
Directed by LEW LANDERS • Produced by WALLACE MacDONALD

150-Line Ad Mat No. 204—2 Cols. x 75 Lines

SHOCKING SCANDALS SHAKE

GIRLS' SCHOOL

A COLUMBIA PICTURE starring **JOYCE REYNOLDS**

with Ross Ford • Laura Elliot • Julia Dean • Thurston Hall
Directed by LEW LANDERS • Produced by WALLACE MacDONALD
Screen Play by Brenda Weisberg • Story by Jack Henley

Ad Mat No. 101—18 Lines

SCANDAL ROAMS THE DORMITORIES OF A FASHIONABLE

GIRLS' SCHOOL

starring **JOYCE REYNOLDS**

A COLUMBIA PICTURE with Ross Ford • Laura Elliot • Julia Dean • Thurston Hall
Screen Play by Brenda Weisberg • Story by Jack Henley
Directed by LEW LANDERS • Produced by WALLACE MacDONALD

100-Line Ad Mat No. 203—2 Cols. x 50 Lines

RITZY SCHOOL JOLTED BY SCANDAL!

GIRLS' SCHOOL

starring **JOYCE REYNOLDS**

A COLUMBIA PICTURE

with Ross Ford • Laura Elliot • Julia Dean • Thurston Hall • Screen Play by Brenda Weisberg • Story by Jack Henley
Directed by LEW LANDERS • Produced by WALLACE MacDONALD

36-Line Ad Mat No. 201—2 Cols. x 18 Lines

EXPLOITATION

BATHING BEAUTIES

With the cooperation of a college or high school, conduct a search for the most beautiful co-ed in town. Publicize through news and radio releases, bulletin board notices and throwaways. Judging should be done on your stage, opening night, with the winner receiving promoted prizes. These stills will be useful: Still Nos. 5, (illustrated) 6, 7, 8, 9, 10, 11, 12 and 23.



NEWSPAPER, RADIO CONTESTS:

- 1) High school English class sponsors 50-word essay contest: "Why I would like to attend 'Girls' School' when I am graduated."
- 2) Disc jockey plays songs of various schools and colleges and asks listeners to identify them. Examples include: Notre Dame Victory March; On, Brave Old Army Team; On, Wisconsin; The Eyes of Texas; etc.

BALLY GIRL

Send an usherette through town carrying an armful of textbooks. Signs on the books and on the girl's back should read, "I'm Attending 'Girls' School' Friday at the State Theatre."

LOCAL GIRLS' SCHOOLS

If there is a girl's school in your area, contact the institution and arrange for the following:

- 1) Invite, as your opening day guests, the school's ten most popular students.
- 2) Gratis ad space in the school's newspaper in return for a 40x60 lobby board depicting the school activities.
- 3) Film review and publicity stories in all of schools' publications.

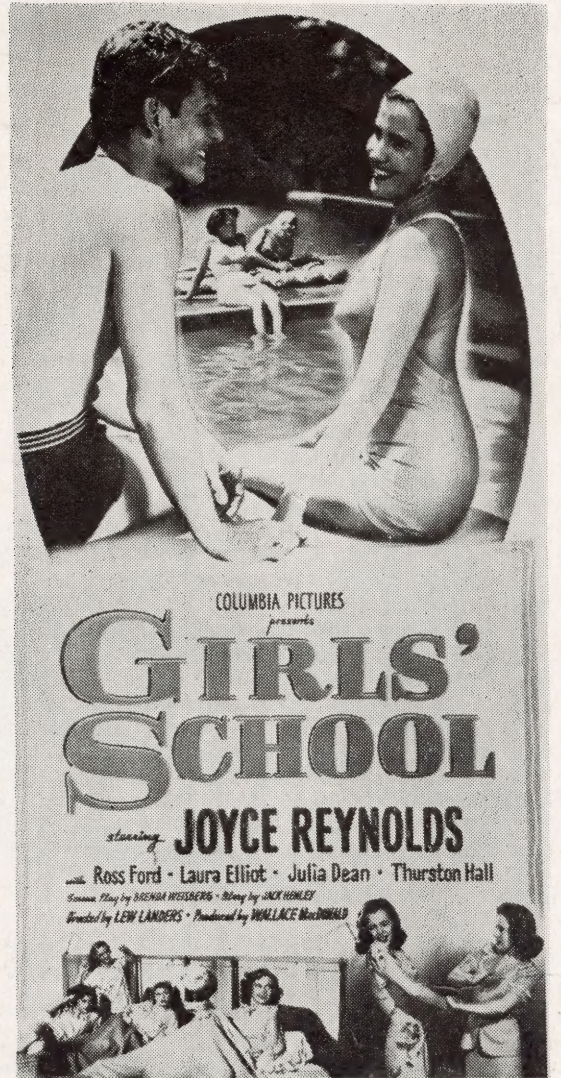
STORE TIE-UPS

Arrange for women's shop and department store window displays and co-op ads keyed to the theme: "Campus fashions as inspired by 'Girls' School'." Displays and ads should both carry full credits.

POSTERS



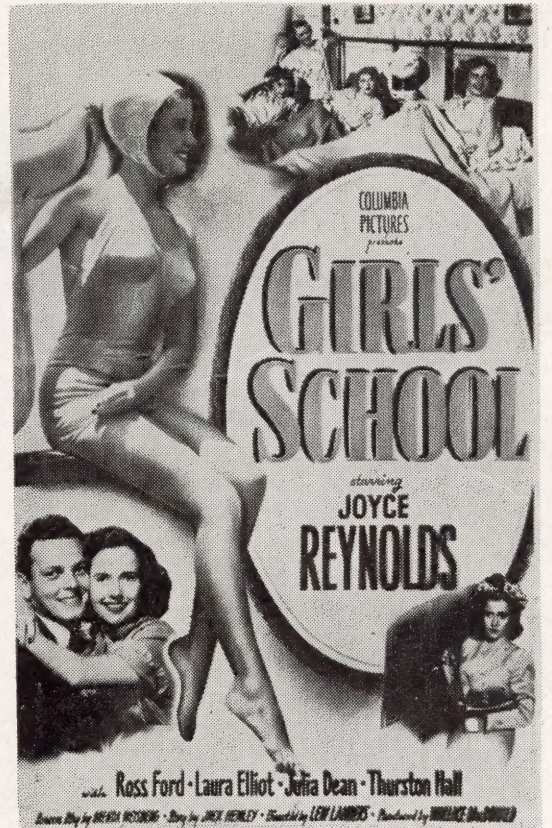
SIX SHEET



THREE SHEET



EIGHT 11 x 14's



ONE SHEET



INSERT CARD

STILLS AND SPECIAL DISPLAYS

- 1) Set of 8" x 10" production highlights from the picture for your lobby and out front wall frames, for newspaper planting and for displays.
- 2) Specialty displays prepared by National Screen Service for your showing of "Girls' School," including a 40" x 60", a 30" x 40", a 24" x 82" and a 24" x 60".

ORDER TRAILER and ACCESSORIES from NATIONAL SCREEN

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22 x 28
SLIDE (Same Design)

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